

REMARKS/ARGUMENTS

In response to the Examiner's final Office Action of October 15, 2008 the Applicant respectfully submits the accompanying Amendment of the claims and the below Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to specify that the digital photofinishing system has the digital processor and printer, the opening of the cartridge is arranged to enable a roller of the digital photofinishing system to contact a wound portion of the roll of print media and that an unwound portion of the roll of print media is fed through the printer by operation of the roller on the wound portion of the roll of print media and the coupled drive and print media feed means. Support for these amendments can be found at page 12, line 27-page 15, line 12 of the present specification;

dependent claim 19 is amended to conform with amended claim 1.

dependent claims 20 is amended to consistently recite "pivotal carrier" and to conform with amended claim 1; and

dependent claim 21 is unchanged.

It is respectfully submitted that the Amendment does not add any new matter to the present application, nor any new issues to the prosecution of the present application.

Regarding 35 USC 112, second paragraphs Rejections

It is respectfully submitted that amended claim 20 provides clear antecedent basis for the recited "pivotal carrier".

Regarding Claim Objections

It is respectfully submitted that the amendment of the claim 1 to specify that the digital photofinishing system has the digital processor and printer, provides the correction required by the Examiner.

Regarding 35 USC 103(a) Rejections

It is respectfully submitted that the subject matter of amended independent claim 1, and claims 19-21 dependent therefrom, is not disclosed by Silverbrook in view of Enix (US 4,904,100), because unlike the claimed invention in which a wound portion of the roll of

print media in the cartridge is contacted and driven by a drive roller of the photofinishing system, Enix specifically discloses that an unwound portion of the print media on the roll R is contacted by the platen 27 (see col. 3, line 53-col. 4, line 16 and Fig. 6), and therefore no combination of Silverbrook and Enix teaches or suggests the specific arrangement of the claimed invention.

It is respectfully submitted that all of the Examiner's objections and rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

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